

TO: Sonya Rush

DATE: November 15, 1995

FROM: Lauren Schwed

SUBJECT: Virginia Slims Legends Qualitative -- Final Report

The following are the findings from the Legends Qualitative Research that was conducted on Wednesday, October 25th and Thursday, October 26th in Houston, Texas. The primary objective of this research was to obtain overall perceptions of the Legends event in order to help develop and refine the event for 1996. Another objective was to understand the imagery evoked by the Virginia Slims Legends events and the fit with the overall imagery of the brand.

A total of six (6) focus groups were conducted among attendees of the Legends event who were female smokers 21+ years of age as follows: one group among attendees of the Rhythm & Blues concert, one group among attendees of the Country concert, two groups among attendees of Saturday's tennis event, and one group among attendees of Sunday's tennis event.

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The first thing women associated with Virginia Slims was tennis. Even some of the women who attended the concerts thought first about tennis when they associated events with Virginia Slims. To these women, Virginia Slims stands for a company that supports women and women's tennis.

Many perceived the tennis and concert events to be two distinct programs from Virginia Slims and the events were therefore not linked in consumers' minds. Those who were drawn to one specific event typically recalled seeing advertising for that event only and had little interest in attending the other event.

However, the Virginia Slims smokers who had received direct mail for the events were cognizant of the range of events being offered. They understood that each of the events was part of the Legends program while others observed no link between the concert and tennis other than the fact that information for both events was given in one mailing.

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